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UNITED STATES DEPARTMENT OF AGRICULTURE
Food Distribution Administration

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FOOD DISTRIBUTION ADMINISTRATION ORGANIZATION for war job now completed. Transfer of certain functions of former WPB Food Division and other food units of that agency, Sugar Agency of AC & AA, and units of OAWR and BAI to FDA already accomplished. Organization brings new branches and some personnel changes, most important of which are listed below:

Under FDA Director Roy F. Hendrickson are four Deputy Directors: C.W. Kitchen, former Associate Administrator, AMA; Maj. Ralph W. Olmstead, former Ass't Administrator, AMA; J.S. Russell, former Regional AMA Administrator for Mid-West Region at Des Moines, Ia.; and E.A. Myers, former Ass't Chief, Food Division, WPB.

Other members of Director Hendrickson's staff include: Arthur C. Bartlett, Special Assistant; Budd Holt, Economic Adviser; and Norman Gold, E.O. Mather, S.R. Newell, Otie M. Reed, Jacob Rosenthal, and John C. Canning, special assignments.

Nine commodity Branches, under general direction of Deputy Administrator Kitchen, have been set up as follows: Fruit & Vegetable, W.G. Meal, chief;; Fats & Oils, T.L. Daniels, chief, formerly head similar section in WPB; Dairy & Poultry, T.G. Stitts, chief; Grain Products, E.J. Murphy, chief; Livestock & Meats, Harry E. Reed, chief; Special Commodities, H.C. Albin, chief; Sugar, Joshua Bernhardt, chief; formerly head AC&AA Sugar Agency; Tobacco, Charles E. Gage, chief; Cotton & Fiber, Carl E. Robinson, chief.

Except for the new Fats & Oils and Sugar branches, these are similar to former AMA commodity branches and the chiefs are the same. The branches, with respect to commodities assigned them, will have responsibility for initiating and carrying out programs dealing with wartime food problems, including regulatory work, distribution economies, purchase and price support.

Three new branches dealing with civilian food requirements and programs have been established under general direction of Deputy Administrator Russell. They are: Civilian Requirements Branch, Dr. Russell, M. Wilder, chief, formerly chairman, Food & Nutrition Board, National Research Council. Will analyze civilian requirements; look out for civilian interests in allocation of food supplies. Civilian Programs Branch, C.F. Kunkel, Acting chief, formerly chief, AMA Distribution Branch. Will administer and expand school lunch, school milk and other public food programs that may be developed; establish food reserves for civilians in case of emergency and will seek civilian cooperation in wartime food programs. Food Conservation Branch, chief to be announced. Will study and recommend food conservation programs.

Under general direction of Deputy Administrator Olmstead will be following branches and administrative services divisions: Transportation & Warehousing Branch, W.C. Crow, chief. Functions and chief same as under AMA. Compliance Branch, J.M. Mehl, chief, formerly head AMA Commodity Exchange Branch. Will prevent undue speculation, profiteering and fraud in food distribution; will administer Commodity Exchange Act, and report violations of agreements, orders, etc., issued to effectuate FDA programs. Program Analysis & Appraisal Branch, Dr. F.V. Waugh, chief, former Ass't Administrator, AMA. Will review, analyze and develop food marketing programs. Program Liaison Division, J.P. Hatch, chief, former Ass't AMA Administrator. Will receive purchase requisitions for Lend-Lease food programs, Caribbean Emergency Program, Red Cross program and others; will handle service relationship concerned with these. Administrative service units to conduct overall management activities of FDA, and their heads are: Fiscal Division, W.B. Robertson; Organization & Procedure Division, Harry I. Dunkleberger; Personnel Division, F.C. McMillen; Marketing Reports Division, M.M. Sandstrom; Administrative Services Division, Fred J. Hughes; Budget Division, J.L. Hoofnagle.

Under direction of Deputy Director Myers will be four new branches handling food processing and distribution problems. They are: Facilities Branch, J. B. Wyckoff, chief, formerly Ass't. to Administrator. Will handle problems of plant conversions, new processes, new containers, distribution of materials, requests for priorities and materials and equipment. Processors Branch, chief to be announced. Will provide central point for consideration day-to-day problems of processors; work with commodity branches in organizing, managing and servicing advisory committees of food manufacturers and processors. Wholesalers & Retailers Branch, Daniel A. West, chief, formerly Ass't Director, OAMR. Will handle problems of wholesalers & retailers, public dining places and will work with advisory committees considering food programs of significance to these outlets. Manpower Branch, chief to be announced soon. Will develop plans and programs for full utilization of manpower in food industries; provide central point in FDA for day-to-day contacts with labor.

A unit reporting to Director Hendrickson, to be known as Requirements & Allocations Control is being set up to receive requirements for food from all agencies and to prepare recommendations for allocation of supplies to civilians, armed forces, Lend-Leas and other exports. Allocations will be made by Sect'y Wickard after consultation with Food Advisory Committee and Combined Food Board.

Three inter-agency committees, with representatives of other Gov't agencies concerned with food, will be established to deal with problems of allocation, civilian nutrition and procurement.

Regionalization of activities will be continued and expanded under FDA.

MEANWHILE, FDA is working out arrangements with Office of Civilian Defense to make use of its comprehensive organization to reach local communities and get food program carried to the people. Expected to be helpful in meeting local situations where adjustments will have to be made and where diets and food habits will have to be changed to meet available food supplies as they vary from time to time.

EQUITABLE DISTRIBUTION OF FOOD PRODUCTS will be sought under new program setting up State and area food industry committees which would cooperate with FDA to handle critical supply problems. Similar to program already in operation with meat industry, general food industry program has taken hold already. Industry committees will receive and investigate complaints of shortages, and where they are verified, will arrange for movement of supplies to alleviate conditions. Committees also will determine causes of local shortages and recommend steps to prevent recurrence. It is hoped that as further rationing develops, this program will be permanent solution to spotty supply situations.

Important thing to stress now is that people are going to have to face fact, that, as rationing increases, it will be impossible for communities, institutions, or individuals to expect supplies of food they formerly were accustomed to. Along with rationing there will have to be conservation and restrictions and consumers can be assured only of their fair share. For this reason, complaints from those people who still are NOT convinced that they can't have everything they formerly had should NOT be encouraged.

WB's probably could head some of this off by convincing people who don't understand that there are shortages and more are coming. Meanwhile, other steps that might be necessary are under consideration here.

